MAIL TO: Office of the Attorney General Registry of Charitable Trusts P.O. Box 903447 Sacramento, CA 94203-4470

STREET ADDRESS: 1300 | Street Secramento, CA 95814 Telephone: (916) 323-5079

WEB SITE ADDRESS: http://ag.ca.gov/charitles/

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

2003 ANNUAL FINANCIAL REPORT (California Government Code Section 12589)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser: The Heritage Company, Inc.	. 109	Name and Address of Charltable Organization:			
		CT No. 100085 F.E.I.N. No. 68 0363131			
2402 Wildwood Avenue, Suite 500		Special Olympics Northern C	alifornia		
Sherwood, AR 72120		Name of Charley 3480 Buskirk Avenue, Suite 340			
	•	Address of Charley Pleasant Hill, CA 94523			
		City, State, and ZIP Code of Charity			
Figures from (check one): National Campaign	California Campaign P		T A (A T (A A		
Telemarketing	held (on) (from) $\frac{1/1/6}{2}$	<i>)3</i> , 20, to	<i>12/31/03</i> , 20		
(Type of Activity)	•	(Date or dates must be shown)			
is the contract between the commercial fund-raiser and if other, provide brief explanation $\frac{CI(e)}{C}$	nd charity based upon a fee 11 quaranteed	or percentage of revenue? (check one)	Fee Percentage Cother Common Percentage Country Countr		
1. REVENUE	•				
A. Cash contributions		A,			
B. Entertainment sales or admission charges		B,			
C. Sales from products		C.			
D. Advertisement sales	•	D.	•		
E. Membership fees		E,	•		
F. Other sources: (Specify)					
a		Fa.			
b	<u> </u>	Fb.			
C.	**	Fc.			
d		Fd.	\$1,724,812.53		
G. TOTAL REVENUE			<u> </u>		
2. EXPENSES See attached	d itemization				
A. Fees or commissions		A,			
B. Salaries		В.			
C. Payroli taxes		C,			
D. Employee benefits		D,			
E. Cost of merchandise for resale	-	E,	•		
F. Cost of entertainment		<u> </u>			
. G. Postage		G,			
H. Advertising					
i. Telephone					
J. Rental of equipment		ال. ما المستخدم			
K. Facilities charge		К.			
L. Permits					
M. Other expenses: (Specify)					
a,	<u></u>	Ma.			
b.		Mb.			
G		Mc.			
d		Md.	990,774,70		
N. TOTAL EXPENSES			140, 14° 10		

EB272004

· ·

COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES 2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Page 2

•		•		
Amount to Charity (subtract line 2N from line 1G)		\$7	34,037.83 _{3.}	
Less additional fund-raising expenses paid by charity	(to be completed by charity)		<u>0</u> 4,	
Less fair market value of goods and/or services used	for the event which were pald by sponsor(s)		<u> </u>	
Net proceeds realized by charity from the campaign	(subtract lines 4 and 5 from line 3)	\$7.	34,037.83 6.	
(a) Does any officer, director, partner or owner of the organization for which the Commercial Fund-rais [] Yes [] No [f"yes," complete the f	er has contracted to solicit?	or control over, directly or indirectly	the charitable	
Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer To charitable organiz	· ·	
			•	
	*			
(b) For each affiliation identified in 7 (a), attach copy	y of the contract between the commercial fundraise	er and the charity.		
Inder penalties of perjury, I declare that I have examined	d this report, including accompanying documents,	schedules and statements, and to th	•	
Inder penalties of perjury, I declare that I have examined nowledge and belief, it is true, correct and complete.	d this report, including accompanying documents, Glenda Keen		•	
Inder penalties of perjury, I declare that I have examined nowledge and belief, it is true, correct and complete. Signature of authorized officer (Commercial Fund-raiser)	d this report, including accompanying documents, Glenda Keen Printed Name I the charitable organization for verifying the distrib	schedules and statements, and to the school Secretary Transfer Title	easurer 1891	
(b) For each affiliation identified in 7 (a), attach copy under penalties of perjury, I declare that I have examined knowledge and belief, it is true, correct and complete. Signature of authorized officer (Commercial Fund-raiser) This report must be sidned by two officers or directors of Signature of authorized officer/director (Charity)	d this report, including accompanying documents, Glenda Keen Printed Name	schedules and statements, and to the Secretary Traction. Title Title Title	easurer 1891	

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY	
(Name of Professional Solicitor)	(Registration Number)

SPECIAL OLYMPICS - NORTHERN CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/03 through 12/31/03

GROSS REV	ÆNUE	1,724,812.53			
EXPENSES	SALARIES, WAGES, COMMISSIONS PROMOTIONAL FEES POSTAGE TELEPHONE RENT SUPPLIES LICENSES, PERMITS ADVERTISING ACCOUNTING/DATA PROCESSING LIST PREPARATION OTHER: TOTAL EXPENSES	428,586.06 57,738.99 23,250.60 318,145.71 122,453.16 13,175.34 21,700.56 27,125.70 152,678.94 12,012.81	68.23%		
Net Proceeds				547,944.66	31.77%
Amount Retained by Charitable Organization or Sponsor			734,037.83	42.56%	
Percentage of Funds Received by Charitable Organization or Sponsor (Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)			42.56%		
Net Income/Loss (-) to THC (pending ongoing collections & reconciliations)			-186,093.17	-10.79%	

1/22/2004